

# STYLING + PHOTOGRAPHY

## With Heather Nette King

TDF SMALL BUSINESS

# SUMMER SCHOOL

POWERED BY  
SQUARESPACE



Heather Nette King is one of Australia's most in-demand stylists, with a client list that includes West Elm, Cult Design, Dulux, Myer, Fenton & Fenton, Bonnie & Neil, and many more incredible local and international brands.

Here, Heather shares her top tips on styling and photography – offering six simple guidelines for capturing your product or service in a way that will reflect your brand, and drive sales.

With these assets, you'll be able to populate your new Squarespace website, start to build some hype on social media, and present your business to the world!



**"The most important thing to remember with styling, is that the product you're selling is your HERO. It should be the star of every shot."**

- Heather Nette King

Visit [Squarespace.com](https://www.squarespace.com) for a free trial and when you're ready to launch, use the offer code **DESIGNFILES** to save 10% off your first purchase of a website or domain.

## MOODBOARD

Before you start your shoot, collect reference images to create a moodboard to guide how you want your shoot to look and feel. This is an invaluable step, to help get really clear on the style of imagery you are striving for.

Your moodboard can reference everything from colour, composition or photography style. This is the fun bit!

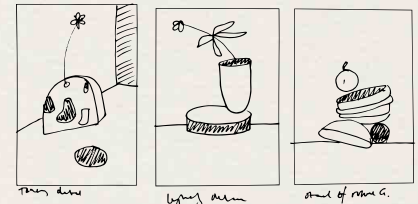


## MAKE A SHOT LIST

Shoot days can be overwhelming, so it's essential that you've got a clear and concise shot list to tick off as you go.

The shots you need will be determined by the layout of your Squarespace website template - how many horizontal shots do you need, how many vertical? How many styled and how many product shots?

Draw a storyboard to plan each shot, and which product will be included.



## 3 SET THE SCENE

Carefully plan the location or surfaces behind your product. For small products, you'll need to source a background and a flat surface. For larger product such as furniture, you'll need to find a suitable location that looks a little like the references in your moodboard.

The more time you spend finding a great location or backdrop for your shoot, the easier your shoot day will be!



## HERO YOUR PRODUCT

The most important thing to remember when styling is that product you're selling is your HERO - it should be the star of the every shot. This may seem obvious, but it's surprisingly easy to forget when you get carried away with styling ideas!

So, keep things simple, and don't obscure the product you're selling with over-the-top styling.



## VARY YOUR HEIGHTS

It's usually necessary to vary up heights of different objects in a photograph, to create different focal points. For small objects, consider little plinths or risers for your products to sit on.

Stylists also build height into a shot by stacking items on top of one another. Study styled photographs you like, and you'll start to see 'stacks' everywhere!



## SIDE LIGHT

Always invest in a professional photographer if you can. The end result will be 100x better than if you attempt taking photos yourself.

However, if a DIY approach is your only option, the best results are achieved using 'side light' - natural light, coming in from the side of your shot. Set your products up on a surface right next to a window, and let the sunlight stream in from one side of the shot. It's not fail safe, but this is a great start!

